Becoming a Public Health Advocate

Championing Public Health Nutrition, 2010
A brief history…

The Yellow Emperor’s Classic of Internal Medicine written in China over 2,000 years ago:

“Hence if too much salt is used for food, the pulse hardens”

• USA 1969 – Calls for voluntary sodium reductions (CSPI)
• Finland 1979 – Government campaign initiated
• WHO 2002 – Recommends intake ≤2,000 mg/day
• UK 2004 – Government campaign initiated
2005 - What is Canada doing to address high sodium consumption?

*Given that high sodium consumption is a major cause of strokes:*

What are we doing to address high sodium consumption?
A brief history of action…

2005/2006

• CSN & BPC partner on sodium action
• March 2006 Lobby HC to include Na in Food Guide
• April 2006 Launch media campaign: brief Sharon Kirkey (CanWest)

“Hidden salt puts Canadians’ health at risk”
A brief history of action…

“Salt content in Canadian food staggering compared with other nations”  WASH 2006

2007

• Food Guide addresses sodium
• Canadian consumption data released
• Publications on impact of sodium (BP, $, CVD)
A brief history of action…


"Cardiovascular diseases are the number one cause of death for Canadians, and sodium intake is one of the largest controllable factors that contribute to these diseases," said Health Minister Clement.
SODIUM KILLS 30 CANADIANS EVERY DAY

SHAKEDOWN ON SALT
CSN leads fight against food additive.

FAILING THE SODIUM CHALLENGE
Eating low-salt harder than you think.

SALT COMES OUT IN WASH
Global campaign brings progress.

Sodium
It's everywhere!

* Recommended intake of sodium for an adult: 1,500 mg per day
Amount of sodium in one large pickle: 205 mg

Sick of it?
SODIUM101.ca
Get the facts

canadianstrokenetwork.ca  accidentscerebrovasculaires.ca
Public Awareness

- Salt Lick Award
- Bus-ad campaign
- World Hypertension Day
- Policy Paper (CMAJ)
- Health Minister briefings
- Standing Committee on Health
- Media maintaining pressure on SWG
Are we done?

• IOM Report April 2010: Voluntary action interim strategy, pending initiation of stepwise mandatory standards
• Monitoring progress, evaluating impact, advocating for further action
Many other individuals and organizations WASH, CSPI, HC, HSFC, FCPC, Media, etc